While & Rhoads

While Et Rhoads

Store Full of Christmas Merchandise

We can't begin to tell you about it within the confines of this advertisement, and even what we do say seems poorly told when comparison is made with the goods themselves. Money and brains have been freely expended to bring together the finest collection of merchandise that Richmond people have ever seen,

Come to the store this week while the display of goods is at its best, and our force of salespeople in trim to give you their best service.

Black Chiffon Broadcloth Suits.

Women needing a Suit for mourning \$9 4.50 or a plain black Suit for street wear, will find these garments the best they've seen this year at the price.

Fine quality cloth, strictly plain tailored, no trimming of any kind, fly front coat, 22 inches long, semi-tight fitting, plaited skirt, all sizes to 44.

25 High-Grade Suits,

\$45 to \$55 Values.

This season's best styles in fine Broad-cloth Suits that have been retailing at \$45.

Several styles in the lot in navy, brown, green, black and a few shadow plaids; sizes

If you want a snappy, desirable suit from this season's models you'll find it here at a low price—\$35.

Four New Spring Models of

Black Voile Skirts,

\$10 \$12.98 \$13.50 \$16.50

Altman's Black Voile-the best that's imported to

The skirts are the forerunners of the new spring models.

platted and tucked on side panels, all lengths, 38 to 43. You can't conceive of anything handsomer in a dress skirt than these perfectly made and fitting garments.

Black Broadcloth Coats.

\$11.50 \$12.50 \$13.50 \$15.50 \$16.50 \$18.50

We made a special purchase last week of a few 52-in.

The sizes range from 34 to 40, and by taking the garments

Broadcloth Coats, trimmed with braid or velvet and lined

this late in the manufacturers' season, we secured coats that sould have retailed earlier from \$15 to \$25 to sell now at \$11.50 to \$18.50.

Two New Models of Net Waists,

weight china silk, and they certainly are \$ 4.98

Front trimmed with a wide panel of plaited chiffon, all

Give Somebody the Material to Make a

at Little Prices.

Dress Goods.

YARD

39c and 48c

YARD

Silks for Evening Wear.

for Messaline Silks.

YARD

for One Seam-O-

59c

Crepe.

\$1

for Novelty Suitings, for Danish Cloth.

19c

YARD

for Mohair Batiste.

YARD

for Plaid Chiffon de

39c

YARD

Sole,

The garments are made over light-

attractive looking waists. One has a baby

Irish voke-the other has a face yoke.

for \$1.25 Imported for \$1 Mixed Suit-

ings.

with white or black satin.

98c

YARD

98c

YARD

for \$1.50 Plaid

\$1.50

YARD

for Calcium Silks,

very fustrous, 44 inches wide.

\$1.50

YARD

Broadcloths.

Books for Christmas Greatest Book Sto

Nearly everybody loves books. 'Twould seem so anyway, judging by the crowds of people looking at and buying books in our book store.

We've surpassed all previous Christmas records in the amount and assortment of Books Stationery, Christmas Cards, Calendars, etc.

Make your selections early, while the assortments are good.

Books in Sets.

DICKENS-15 volumes, red uniform cloth bleding, \$1.25 each. cloth binding, plain top, good clear print-\$4.50.

Better sets up to \$10.50, but you'll find the \$4.50 edition to be extra value at the price. DUMAS-12 volumes, cloth, 24

llustrations, \$6. SCOTT-12 volumes, popular ING TALES,

edition, 25 illustrations, 86. Other sets. 89 and \$12.50. THACKERAY - 10 volumes, cloth binding, 10 illustrations, \$5.

Others at \$6, \$10 and \$14, SHAKESPEARE-in 3 volumes, half leather binding, gold top.

Better edition - 13 volumes cloth, \$3.15; 13 volumes leather.

12 volumes, bound in flexible Morocco, gilt top, Morocco covered box, \$10.

MOTLEY'S DUTCH REPUBLIC, two volumes, cloth \$1.

LES MISERABLES and LORNA DOONE two volumes each, bound in dark red cloth, 85c set.

Tourist Coats,

Block checks and light and

dark gray coats, with a vel-

The body is self-lined,

making the garments warm

and comfortable through the

body and across the shoulders; wide stitched plait

down the back; all sizes to

The quality of the cloth and

finish of the garments is of the

Women's Silk Kimonos

and Tea Gowns.

gees you ever saw in Jap

silk, with light grounds or

which are cashmere colored figures. The borders are of

Refinement and elegance is

very marked in these gar-

ments, and the price is \$6

Tea Gowns, of shell pink

Japanese stik, accordion platted; Empire effect, daintily trimmed with Val. lace and insertion. Fichu collar; full length sleeve \$13.50

satin in solid colors.

The daintiest little negli-

vet collar.

40 for \$11.50.

Excelsior Five Volume Sets | Handsomely Illustrated

BALZAC. STEVENSON. CAINE, MARLITT.

HOLMES COOPER'S SEA TALES.

\$6 Worth of Book \$2 and Magazine Value,

The Christy Girl is a book containing usury pictures in full color by Howard Chandler Christy, accompanied by appro-priate versus. The size of the volume is 7x10 inches, and the price \$3

One year's subscription to the Reader Magazine for 1907 is 83. The magazine will contain next year four serial stories by four popular authors.

The combined price of the two publications is \$6. Our price, if you take both, will be

Gift Books.

In Richmond's

Shakespeare's Sweetheart,

An Old Sweetheart of Mine, \$1.50. Courtship of Miles Standish

HOLMES, COOPER'S LEATHER STOCK- Browning, \$1.40. While the Heart Beats Young.

Adventures of Jon Jon, \$1.50.

Fancy Stationery for the Holidays.

Holly Boxes, 25c to \$1.

Daintily designed boxes that can be used as glove boxes, handkerchief boxes, etc., now containing 1 quire to 4 quires of fine stationery, 39c to \$2 per box.

Prettlest assortment of Christmas Cards, Booklets and Calendars we've ever had.

Christmas Cards, 1c to 75c. Calendars, 5c to \$4. Booklets, 5c to 25c,

What the Third Floor Has to Offer as

Hundreds of things on this floor that will not only be

You couldn't wish for anything richer than an ORIEN-

Domestic Rugs, all sizes, Piano Scarfs and Lambresome 9x12 ft.—as low as quins of good silk, 82 to \$5.

Lace Bed Sets, \$3.50 to \$11. | \$3.50 each.

Robe Blankets, all colors,

Table and Couch Covers, 39c to 85.

Lamb's Wool and Eiderdown Comforts all colors and sizes.

82.75 to 812.

Suit Cases, Bags and Trunks, \$1.25 to \$16.

Shirtwaist Boxes of matting, cretonne or burlap, \$1.75 to \$7.50.

Christmas Gifts.

useful as gifts, but many of them will add much to the beauty of the home.

TALRUG. You can get them as low as \$22.50.

Carpet Sweepers, \$2.25 to Screens with fewelled tops, \$8.

Men's Men's Lounging Robes. House Coats,

\$4, \$5, \$6.50, \$7.50

The acme of comfort at minimum cost-if you select from our stock.

Excellent materials in Oxford, brown, navy, maroon and green, two silk frogs, silk corded edges, plaid and striped back, collar and cuffs in accord with the color of the cont.

Men's Bath Robes.

usefulness.

No need to speak of their

Cotton Blanket Robes as low

Women's Eider- \$9.00

You'll save a dollar for Christmas in the price of this Bath Robe, as it's a regular

\$3.98 value. Red and grey

with satin ribbon binding; cord at waist special lot that we

Flannelette Wrapper \$1

can offer under price.

Patterns for Gifts,

down Bath Robes, 4

They're not a luxury any

more-but a really much needed garment.

When garments like ours can be sold for such a mod. erate price they come practically within the reach of everybody.

Wool Gowns, in marcon, due and green, with plaid backs, cuffs and pock-ots to match \$7.50

In Wrapper and Dress Patterns,

Best quality Percale, ir light and dark shades, put up in wrapper and dress lengths and tied with ribbon. suitable for holiday gifts, \$1 per pattern,

Percales,

Better grades, \$3.98 and \$5. Wood Robes, In blue, green, maroon and Oxford, \$6.75 to

Sheets and Pillow Case Sets for Christmas,

A pair of good quality Sheets, with a pair of Pillow Cases to match, put up in a nice box, makes a useful and acceptable present to any housewife,

Princess Laces, in Black, Half Price.

Fifty pieces of All-Silk Princess Bands, Galloons and Edges arrived yesterday to be sold at half-price.

Princess Lace is very desirable for net dresses, and since this is the biggest net season we have ever had the laces are doubly desirable.

The widths run from 2 to 10 inches,

\$1.50 Laces, 69c yard.

\$6 Luces, \$3 yard. \$2 Laces, \$1 yard. \$2.50 Laces, \$1.25 yard. \$3 Laces, \$1.50 yard.

From these prices up to 85 yard for Laces worth up to \$10.

China

Will Be Appreciated as a Gift. Thousands of pieces here of all kinds-Dinner Sets.

Tea Sets, Game Sets, Fish Sets, Chocolate Sets and individual pieces.

Our assortment of Bread and Butter Plates is a particularly

Thin Imported China Plates, from prettly decorated Austrian China at 10c each up to the Haviland Plates, decorated in cobalt blue and gold, at \$11.98 a dozen.

Tea Sets of Austrian China, 56 pieces, assorted patterns, \$7.89. Dinner Sets of Thin Austrian China, 162 pieces, large size, decorated with wild roses in the natural color of the flowers and

Beautify Your Own or Some One Else's

Table and Sideboard with Silverware

The heaviest and handsomest quadruple plate in Richmond for the prices.

Colonial Tea Sets, 5 pieces, beautifully engraved, 820.

Fern Dishes, \$5. Crumb Tray and Scraper, Colonial Pattern Soup Tur- \$3.50.

Solid Silver Ladles, Spoons, Baking Dishes big assort-ient, 85.

Solid Silver Ladies, Spoons, Forks, Temato Servers, Butter, Knives, etc., 81.50 to 88 each.

Leather Goods: A Big Stock Low Prices

We bought largely this year-consequently we secured price concessions which will be manifest to you when you compare the articles with the prices we ask for them.

We've given this department a largely increased space for the Main floor, at the junction of the Broad and Sixth-Street

FOR MEN-We have Bill

You'll find our Collar and Our Leather Desk Pads for ladies are the best and cheap-Cuff Boxes and Traveling Cases

\$1 to \$6.98.

FOR WOMEN-We have Rolls, Card Cases, Stamp Cases,
Pass Books. Bill Folds, with
secret pockets, and all conceivable kinds of coin purses.

POR WORK,—We have
Combination Pocket book s.
Chatelaine Bags, Avenue Bags
Auto Bags and Finger Strap
Books—all leathers and all shades—50c to \$12.98 each.

to be complete in fittings and the prices range from 50c to complete in assortment-from \$5.

Music Rolls as low as 50c.

Our Art Needlework Section

Is full of Fancy Novelties for the Holidays. Tufted Work Baskets, in satin and fancy straw; pink, blue and red; Imported goods, \$2.50 to \$5.

Ready-made Pillows, of satin and velour, silk cords or silk ruffles, \$1.39 to \$3.59.

Ready-made Head Rests, of satin and silkoline, trimmed with Laundry Bags of art denim, good sizes, different shapes, new

Mission Novelties, made of imported denim, in Bulgarian and Japanese designs—Scarfs, Laundry Bags, Shoe Bags, Work Bags, Collar and Cuff Bags, etc.

All can be matched in sets, 79c to \$1.98.

\$3 French Linen Dinner Napkins,

Our New York connection cleaned up a big lot of them at about half price.

Our share was 50 dozen, 22-inch size, block pattern, grass bleach, satin finish, extra heavy French Linen. We've never seen their equal at \$1.75 a dozen. The story is a brief one, but there's the biggest kind

of a Christmas bargain in it-but come early. 250 Yards of Bleached Table Damask, 59^{c}_{yd}

We can't replace it under 75c. a yard. Pure Irish Linen, full bleached, 68 inches wide. The 250 yards should be snapped

New Dress, Waist or Skirt. We Can Furnish the Mercerized White Waist Dress Goods and Silks Patterns for Holiday Gifts

Hundreds of yards of our best Mercerized Waisting have been cut into waist lengths, tied with ribbon and put into a pretty box.

They'll make beautiful (and useful) Christmas presents-40c to \$1.20 for the pattern.

Men's Handkerchiefs, 17

They'd be 25c but for one thing--there's no half-inch hems in the lot-only one quarter and three-quarter. inch styles.

Pure linen, and the best we've seen at 17c.

An All-linen Handkerchief, fine sheer cloth, initials boxed half dozen to a \$1

There's ten yards in each pattern, best quality Flannelette, put up especially for

For a present that will make some one happy and comforta-ble we know of nothing better at the price than one of these pretty Wrapper Patterns.

(Basement.)

\$1.75 each.

We furnish such a set for

for Pekin Striped for Pompadour Crepes, YARD for Estienne de Luxe, All-linen Handkerchiefs, with 50c.

hand-worked initial, 25c and